



MEDIA RELEASE

BIG CBS LOVE LAUNCHES HOME GROWN PROPERTY - I LOVE STYLE
THIRD HOME GROWN PROPERTY FROM THE BIG CBS NETWORKS' STABLE
TARGETS THE URBAN, UPWARDLY MOBILE WOMEN OF SOCIETY WHO LIVE IN STYLE
OFFERS AN EXCELLENT PLATFORM FOR MARKETERS OF HIGH END BRANDS
RANGING CLOTHING, DÉCOR, JEWELLERY, CARS, RESORTS AND MORE...

Mumbai, March 5, 2012: Move over Style Check! It's now time to show some LOVE as BIG CBS Networks announces the launch of their third home grown property 'I Love Style', to be aired exclusively on BIG CBS Love. The show lives up to its name and is designed to feature everything around 'living in style'. From products to experiences, the show will talk about all the things desired by those who appreciate luxury. I Love Style will feature the current trends in the International and Indian high fashion and luxury space. The Channel, already boasts of an excellent reach to relevant women audiences — who are upwardly mobile, economically Independent, have finer things in life and live life in style!

To ensure high appeal amongst its audiences, the show will have a casual chic vibe, hosted by two anchors through a highly engaging conversation, as they discover and experience the newest and most exclusive products on the block. The show's concept involves research and understanding of the product by the internal team, post which the products are featured on the show — their positives highlighted, while showcasing the increase in style quotient that the product will bring. The show will also feature a premium 'STYLE Brand of the Week', which will score over a very tough list of competitors.

BIG CBS Love, has, within a short period of time, been able to make a place for itself in the minds of the urban females. With a view to maintain this stronghold, the Channel brings its discerning audiences, the newest and most entertaining content catering to their luxury needs.

The products featured on the show include clothing, décor, hair and makeup, jewellery, watches, accessories, high end cars, luxury hotels and resorts and a lot more. The show also has a section where the viewers are asked a question about the brands featured and one Lucky winner gets a gift voucher or hamper courtesy the clients.

The launch of I Love Style complements the recently launched 'Choose Your Set Top Box Wisely Campaign', from the Reliance Broadcast Network stable, which showcases the excellent options on television and hence enables audiences with appropriate information to make the right choice while choosing their set top boxes, come digitization. The Campaign parallelly also enables operators to build their brand equity.





The show is scheduled to launch in April and is gearing to feature the most stylish of styles that their audiences are sure to love... with I Love Style!

About BIG CBS Networks Private Limited:

An equal joint venture between Reliance Broadcast Network Limited and CBS Studios International, BIG CBS Networks has changed the way English language television entertainment is served to Indian audiences. The JV, at start, launched 3 English language Entertainment Channels marking not just RBNL's, but the Reliance Group's entry into the television broadcasting space and CBS Corporation's channel entry into India. The themed channels targeted at India's fast-growing, upwardly mobile population are branded BIG CBS PRIME, a premium general entertainment channel, BIG CBS SPARK, India's first International youth entertainment channel and BIG CBS LOVE, India's first ever International entertainment channel for the contemporary Indian couple. The channels offer audiences the latest of CBS's world class and globally successful programming and are available across a network of digital and analog distribution platforms. The BIG CBS JV has also forayed into the regional television industry of India with Spark Punjabi - targeted at the markets of Punjab, Haryana, Chandigarh and Himachal Pradesh (PHCHP) region. Spark Punjabi is a category creator and is positioned as the first International Punjabi Channel. With Reliance Broadcast Network Limited's prolific multi-media presence and an integrated sales offering, combined with the content muscle of CBS Corporation, BIG CBS has already made a significant impact on India's burgeoning entertainment industry and stands as the No. 1 English Entertainment Network in the country.

Reliance Broadcast Network Limited has a multi-media play in the spaces of Radio, Television, Intellectual Property, Out of Home and Television Production, and specializes in creating & executing integrated solutions for clients, across the country. CBS Studios International, the leading supplier of programming to the international television marketplace, is a division of CBS Corporation.

